

News Release



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New Pay Machines Give Park Visitors a Price Break

California State Parks is going to try utilizing a new parking system along San Diego beaches that will give a price break to park visitors, and quite possibly, improve park revenue.

“At a time when families could use a price break and the system could use a little more revenue, this is the right time for this idea,” said Clay Phillips superintendent of the State Parks’ San Diego Coast District.

California State Parks is in the process of incorporating state of the art automated pay machines for daytime fee collection at beach parking lots along San Diego’s Coast including South Ponto, San Elijo Day Use, North Cardiff, South Cardiff, Torrey Pines, and Silver Strand State Beach . At present, park visitors pay a flat fee for the entire day, regardless of their length of stay. The new machines could allow more flexibility in the number of hours a visitor can stay at the park, and some locations will have reduced fee options for hourly parking, depending on the location and/or time of year.

If visitors want a short visit, like a run on the beach or a sunset, they would not pay for the whole day, but rather just for the time they select and that’s how they would be given a price break. Also, State Parks thinks this will help with revenue because it may encourage more people to take advantage of the opportunity for shorter visits, quite possibly creating more turnover of visitors and therefore more revenue. In addition, visitors may choose to use the state lots at hourly rates rather than park further away from the beach.

California State Parks has contracted with LAZ Parking San Diego, LLC to collect the day use fees on behalf of the State as “park, pay, display” using the automated pay machines that are easy to use, accept credit cards and discount passes. On busy weekends and in environmentally sensitive areas, LAZ will provide a parking attendant to welcome park visitors and facilitate easier access to the park.

With an unprecedented permanent budget reduction of 22 million dollars, the California State Department of Parks and Recreation will continue to explore creative solutions to serve the public, collect day use fees, and still reduce operating costs.

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California State Parks on the Internet: <<http://www.parks.ca.gov>>

